

PAIRS Launch Successful Call to Action Issued

On February 15, 2005, Parents and Adults Inspiring Reading Success (PAIRS) was successfully launched. A teleconference was held at 1:00 pm to accommodate newspaper partners, as well as non-daily newspapers covering the story.

Jo Anne Anderson, EOC Executive Director, moderated the panel discussion that centered on the genesis of PAIRS and the involvement of the newspapers and affiliate partners. Harold Stowe, an EOC member who has been instrumental in shaping the vision of PAIRS, spoke about the history of PAIRS and the need for urgent action in reading. As Stowe stated, "research and experience confirm that positive influences on student achievement occur, not only in the classroom, but through extra-curricular and informal learning experiences." Stowe explained that PAIRS had emerged as a result of community meetings the EOC held in each of the 46 counties.

Harry Miley, President of Miley and Associates in Columbia, explained a study he authored that found that there is an almost 1-to-1 correlation between eighth grade reading proficiency on the Palmetto Achievement Challenge Test (PACT) and graduation rates. Reading is the foundation for learning and it is directly linked to success in school. Miley also touched on the fact that an increase in high school graduates would be positive economically for SC, as additional graduates translate into higher earning potential and a more skilled workforce.

Following Miley, Cathy Hughes, Publisher of the *Orangeburg Times and Democrat*, spoke about the involvement of the daily newspapers with PAIRS. "In a nutshell," said Hughes, "the role of the newspapers is to provide a face to PAIRS and serve as a local conduit for all of the individuals in the



Ann Caulkins, Publisher of *The State* participated in the PAIRS Kickoff, held February 15, 2005, at the Columbia Bethlehem Community Center.

Launch, continued on page 2



(left) The children participating in the afterschool program at the Columbia Bethlehem Community Center, provide the entertainment for the PAIRS kickoff.

PAIRS Visits the SC Book Festival

The South Carolina Book Festival, Columbia's annual opportunity to soak up all things literary, was held February 19-20, 2005. What better place to talk about reading and a new initiative designed to encourage and support the achievement of grade level reading literacy for every child in South Carolina, right?

PAIRS was pleased to be an exhibitor at the SC Book Festival, an event sponsored by the SC Humanities Council. Barbara Taylor Bradford, best-known for her 1976 novel, *A Woman of Substance*, headlined the festival on Saturday, and a number of sessions were held throughout the weekend on literary topics.

The weekend was successful – a number of contacts were made with potential affiliates, partners, and volunteers.



The PAIRS Booth, at the 2005 SC Book Festival. The two-day event was held February 19-20, 2005, at the Columbia Convention Center.

Launch, continued from page 1

community who say to us, 'We want to help. Please tell us how.' There is something we can ALL do. We can promote reading and literacy through becoming tutors, becoming mentors, or just simply encouraging reading in our own homes. Reading can open up so many worlds for us all, particularly young people."

Lena Stevenson, Executive Director of the Columbia Bethlehem Community Center, capped off the panel, explaining the involvement of affiliate programs to PAIRS. "Without the ability to read, we lose these bright individuals far too early," Stevenson explained. "As an affiliate of PAIRS, we commit to the beliefs that reading is essential for success in school and in life and young people learn best when nurturing, caring adults provide motivation and support."

At 2:30 pm, the PAIRS kickoff celebration was held at the Columbia Bethlehem Community Center. Ann Caulkins, Publisher of *The State* and Chair of the PAIRS Advisory Board, joined the group, speaking about the natural partnership between the newspapers and PAIRS. The children who attend the afterschool program at Columbia Bethlehem Center performed following the news conference.

Media coverage for the launch was significant, both from a news and editorial perspective. We are in the process of loading coverage from the kickoff on the PAIRS website at www.SCPAIRS.org.

Do you know of a group who would like to learn more about PAIRS?

Please contact Dana Yow, at (803) 734-6167 or via e-mail at danay@eoc.state.sc.us.

Please visit the PAIRS website at www.SCPAIRS.org for a current list of affiliates

PAIRS Affiliate Spotlight

Columbia Bethlehem Community Center Columbia, SC

Parent – School – Community: The Pyramid of Success

The Columbia Bethlehem Community Center is a 501-C (3) non-profit organization providing services and programs for children and families in the Edgewood and surrounding communities in Richland County, Columbia, South Carolina. The center provides a safe place where students can continue learning in a nurturing environment.

The center offers various activities for children, including homework assistance, tutoring in reading, math, and spelling, as well as character education and life skills. Their programs carry the name “HOOK”, an acronym for Helping Our Own Kids. Many of the children served by the center are students at Carver-Lyon Elementary School.

The Center had its beginning in 1939. The concern of Mrs. Julian Webb (1908-2001), a member of the William Capers Class of Washington Street United Methodist Church, started the wheels turning. Mrs. Webb had a housekeeper who took care of her twins, but had to leave her own two children locked up in her home, because she could not afford to pay anyone to keep them while she worked.

Mrs. Webb reported this condition and the conditions of the under-privileged women to her Sunday School Class and the Women’s Missionary Society (now the United

Methodist Women.) The women decided something had to be done to alleviate this problem and similar conditions. There were no facilities in Richland County to care for these children while their mothers worked and numerous families were faced with the similar situations. Rev. J. Claude Evans, then Associate Pastor of Washington Street, reported the interest of the church to the Black Ministers of Columbia. The project was heartily endorsed and at the Annual Conference of the Missionary Council of the Methodist Church of South Carolina, a request was made for funds for the Bethlehem Center.

World War II interrupted plans for the Center, but in October 1945, properties at the current location of the Bethlehem Center were purchased with money appropriated by the Women’s Division of the United Methodist Church.

The center operates under the mission, Parent – School – Community: The Pyramid of Success. PAIRS is pleased to recognize the Columbia Bethlehem Community Center as an Affiliate Member. For more information about the Center, contact Lena Stevenson, Executive Director, at 803-254-8385.

PAIRS Featured on “Speaking of Schools”

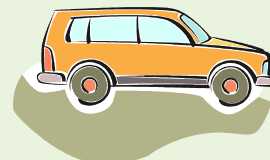


Doug Keel, the host of SC ETV’s radio program, “Speaking of Schools,” interviewed Dana Yow, EOC Director of Communications and Community Involvement, about the PAIRS initiative on Monday, March 7. Keel questioned Yow about the impact of reading proficiency to graduation rates and how PAIRS fits in. Yow discussed the potential synergy that exists in South Carolina if everyone already doing something in reading and persons interested in helping out came together focused on a common goal.

The PAIRS segment of “Speaking of Schools” is scheduled to air statewide Monday, March 14, 2005, from 6:30 pm to 7:00 p.m.

Around the State in Two Weeks

February 1-10, 2005, Jo Anne Anderson, EOC Executive Director; Dana Yow, EOC Director of Communications; and a number of EOC members were fortunate to have the opportunity to meet with each of the Editorial Boards of the PAIRS newspaper partners. We thank the Editorial Boards of *The State*, *Greenville News*, *Union Daily Times*, *Rock Hill Herald*, *The Sun News*, *Spartanburg Herald-Journal*, *Greenwood Index-Journal*, *Charleston Post and Courier*, *Orangeburg Times and Democrat*, *Florence Morning News*, *Island Packet*, *Beaufort Gazette*, *Seneca Daily Journal*, *Anderson Independent-Mail*, and *Aiken Standard*, for welcoming us.



PAIRS Points to Remember

April 1, 2005	Affiliate Summit Workgroup Meeting EOC Office, Columbia
April 2005	<i>Affiliate Resource Guide</i> to Mailout
May 27, 2005	PAIRS Advisory Board Meeting
October 2005	PAIRS Affiliate Summit Location, Date TBA

If your program needs a copy of the PAIRS logo for use in printed materials and on the web, please contact Shellie Allen at (803) 734-5036 or via e-mail at sallen@eoc.state.sc.us.

PAIRS
PARENTS & ADULTS INSPIRING READING SUCCESS

PO Box 11867
Columbia, SC 29211

RETURN SERVICE REQUESTED

PAIRS Advisory Board

Sara Borton, Publisher, *Island Packet*,
Beaufort Gazette
Steven Brandt, Publisher, *Greenville News*
Kim Buckner-Land, *Spartanburg Herald-Journal*
Valerie Canepa, Publisher, *Rock Hill Herald*
Ann Caulkins, Publisher, *The State, Chair*
William Collins, *Greenwood Index-Journal*
Fred Foster, Publisher, *Anderson Independent-Mail*
Cathy Hughes, Publisher, *Orangeburg Times and Democrat*
Scott Hunter, Publisher, *Aiken Standard*
Milton Miles, *The Sun News*
Michael Miller, Publisher, *Florence Morning News*
Jack Osteen, *Sumter Item*
Anthony Summerlin, Publisher, *Union Daily Times*
Larry Tarleton, Publisher, *Charleston Post and Courier*
Joni Weerheim, Publisher, *Seneca Daily Journal*